

BENSON & HEDGES BREAKTHROUGH



ONLY AVAILABLE IN ARIZONA

DE-NICOTINED MENTHOL

LESS THAN 0.1 MG NICOTINE
AND SMOOTH FRESH TASTE

BENSON & HEDGES DE-NIC[®] MENTHOL
THE RESULT OF A NICOTINE EXTRACTION PROCESS
THAT REMOVES NICOTINE DIRECTLY
FROM THE TOBACCO ITSELF. MUCH THE WAY CAFFEINE
IS NATURALLY REMOVED FROM COFFEE BEANS.

WHAT YOU GET IS A SMOKEABLE
MENTHOL CIGARETTE WITH SMOOTH, FRESH TASTE
AND LESS THAN 0.1 MG OF NICOTINE.

REGULAR AND MENTHOL KINGS AND JOYS.

BENSON & HEDGES
DE-NIC[®]



NICOTINE EXTRACTED FROM FINE TOBACCOES
CREATING A MENTHOL CIGARETTE WITH A SMOOTH,
LIGHT TASTE AND LESS THAN 0.1 MG NICOTINE.

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

0 mg "tar," 0.1 mg nicotine av.
per cigarette by FTC method.

© Philip Morris Inc. 1990

